

Newsletter 1

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InnovaSPA project, led by Thermauvergne Association (FR), aims to improve the policies that support knowledge transfer and strengthen opportunities for open innovation between the triple helix partners in the field of preventative health and thermalism, in order to accelerate the launch on the market of innovative solutions for developing healthy lifestyle.

The project addresses the societal challenge of ageing society and aims to demonstrate that thermalism could be, by introducing innovative cures and care solutions, a sector having a huge potential in making healthcare more efficient. Healthy lifestyle and prevention are supposed to be more and more relevant making wider the target group perspective for the territories.

Objectives of InnovaSPA project

- Promote interregional policy learning and exchange of practices/experiences between the 8 partners.
- Improve the implementation of policies and programmes related to health prevention and thermalism.
- Implement concrete actions from the action plans that each partner will develop from interregional policy learning and exchange of practices.

Study Visit in Auvergne-Rhône-Alpes Region, FRANCE

"The ambition of Auvergne-Rhône-Alpes Region is to become the 1st thermal region in France in thermal wellness and preventative health"

Auvergne-Rhône-Alpes Region, one of the most dynamic and innovative regions of France, hosted in March 2019, the first Study Visit of InnovaSPA project.

Over 30 representatives, specialists in thermalism from 8 European Regions gathered in Royat to learn about the policies that support preventative health and thermalism in the region.

The event was organised by Thermauvergne Association and included visits at thermal establishments in Royat, Châtel-Guyon and Vichy.





Good Practices in the field of preventative health and thermalism shared by Auvergne-Rhône-Alpes Region



Cluster aims to invent new therapy formats, based on the 4 Ps medicine (Predictive, Preventive, Personalized and Participative) and to integrate complementary activities, such as physical activity, nutritional education and therapeutic education of the patient. The Cluster promotes scientifically assessed collaborative

projects to invent new products or new concepts based on thermal water, bringing together public and private partners in the area of preventative health and attracting the European co-financing. Innovatherm Cluster supports each year collaborative projects combining medium to small sized enterprises with public research institutions to encourage innovation within Auvergne-Rhône-Alpes thermal spa resorts.

More information: <http://www.innovatherm.fr/>

Full Health Thermal Spa Resort is a concept supported by the Auvergne-Rhône-Alpes Region in the framework of the Smart Specialization Strategy of the region. "Full Health Thermal Resort" is located in a genuine life and holiday destination (town or village) dedicated to preventative health and offers in addition to the current medical treatments, a "health/well-being/fulfilment" individualized package medically approved, including a set of services. The approach is to propose to each customer a global service making all the actors of the spa town work together.

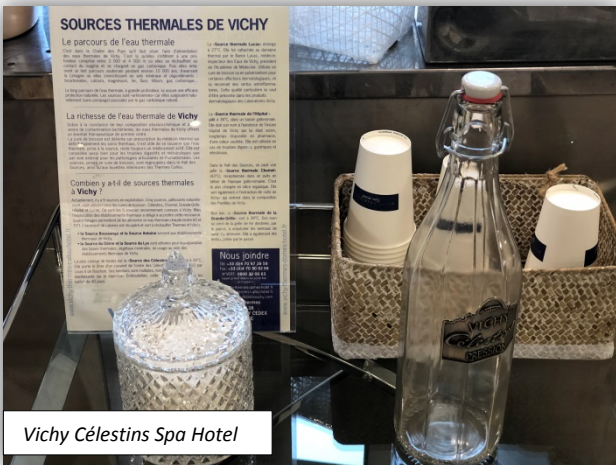




Thermes de Vichy

Auvergne-Rhône-Alpes thermal plan

Thermal spa resorts play an important role in the area of preventative health by improving and maintaining the health capital and by offering alternative forms of care with no side-effects. Challenges for the thermal resorts include diversifying their service range above and beyond the "18 day thermal cure" in order to attract more clients.



Vichy Célestins Spa Hotel



InnovaSPA project partners & stakeholders at Hall des Sources, Vichy

With its 24 thermal resorts, the Auvergne-Rhône-Alpes region has made the *thermalism* a priority.



Treatment room at Thermes de Royat

The Region has launched the 2016-2020 Thermal Plan (23M€) in order to support the development of new generation of thermal spa resorts. The regional ambition is to accelerate job creation and double up the tourist number and turnover generated by the thermal spa resorts. The major objective is to support thermal facilities' investment projects: renovation and expansion, support collective promotion, innovation and training actions.



Study Visit in Hajdú-Bihar County, Hungary

"The largest spa complex in Europe is located in Hajdú-Bihar County, Hungary"

University of Debrecen hosted the 2nd Study Visit of the InnovaSPA project in May 2019, in one of the leading health tourism destinations in Hungary, Hajdú-Bihar County.

During the three days spent in the region, the participants were able to learn about the regional thermal ecosystem and the policies/actions that support the development of the preventative health and thermalism and find inspiration from the good practices in the field of health prevention and thermalism.

The largest spa complex in Europe, "Hungarospa Hajdúszoboszló", located within the Hajdú-Bihar County was among the visited sites.



InnovaSPA project partners & stakeholders in Debrecen

Good Practices in the field of preventative health and thermalism shared by Hajdú-Bihar County

Development of tourist attractions and services



Pool at Aquaticum Thermal & Spa, Debrecen

The purpose of this complex good practice was to reflect the efficient use of the EU Structural Funds' resources in promoting thermalism and tourism attractions through the infrastructure



Aquaticum Thermal & Spa,



Aquaticum Thermal & Spa,

development in the region.

Using the European funds, several projects related to thermalism were developed:

- Complex spa development in the Big Forest (Debrecen);
- Spa development at Hajdúszoboszló;
- Complex development of health services and technology at the Spa of Debrecen;
- Touristic use of the Water Tower of Debrecen.



Hungarospa Hajdúszoboszló



Hungarospa Hajdúszoboszló

More information:

<https://spa.aquaticum.hu/en/termal-bath>

<https://www.hungarospa.hu/hu/Projektek/Attrakciofejlesztes-projekt>

<https://www.hungarospa.hu/hu/videoek>

<https://www.facebook.com/nagyerdeiviztorony/videos/1062983333749471/>



TOURage “Developing Senior Tourism in Remote Regions”

The overall objective of the TOURAGE project was to boost the regional economy by supporting the senior tourism development and active and healthy ageing. The project focused on the silver tourism and proposed a healthy lifestyle, including the use of thermal resources.

More information:

<https://www.keep.eu/project/5398/developing-senior-tourism-in-remote-regions>

Recycling and reducing the environmental impact of thermal waters

The project “**Recycling and reducing the environmental impact of thermal waters**” aims at inventing a new complex technique that allows the optimized recycling of thermal waters and reducing the level of salinity in the wastewater coming from these waters and their impact on the surrounding eco-system.

The objective of the project is to respond to the major problems occurring during the handling of drained wastewater from the thermal spas which are related to a high salinity and microbiological contamination.

The implementation of the project satisfies two social requirements: the need of the society for recreational and innovative healing methods based on the use of thermal waters and the necessity for maintaining a good quality of environment.

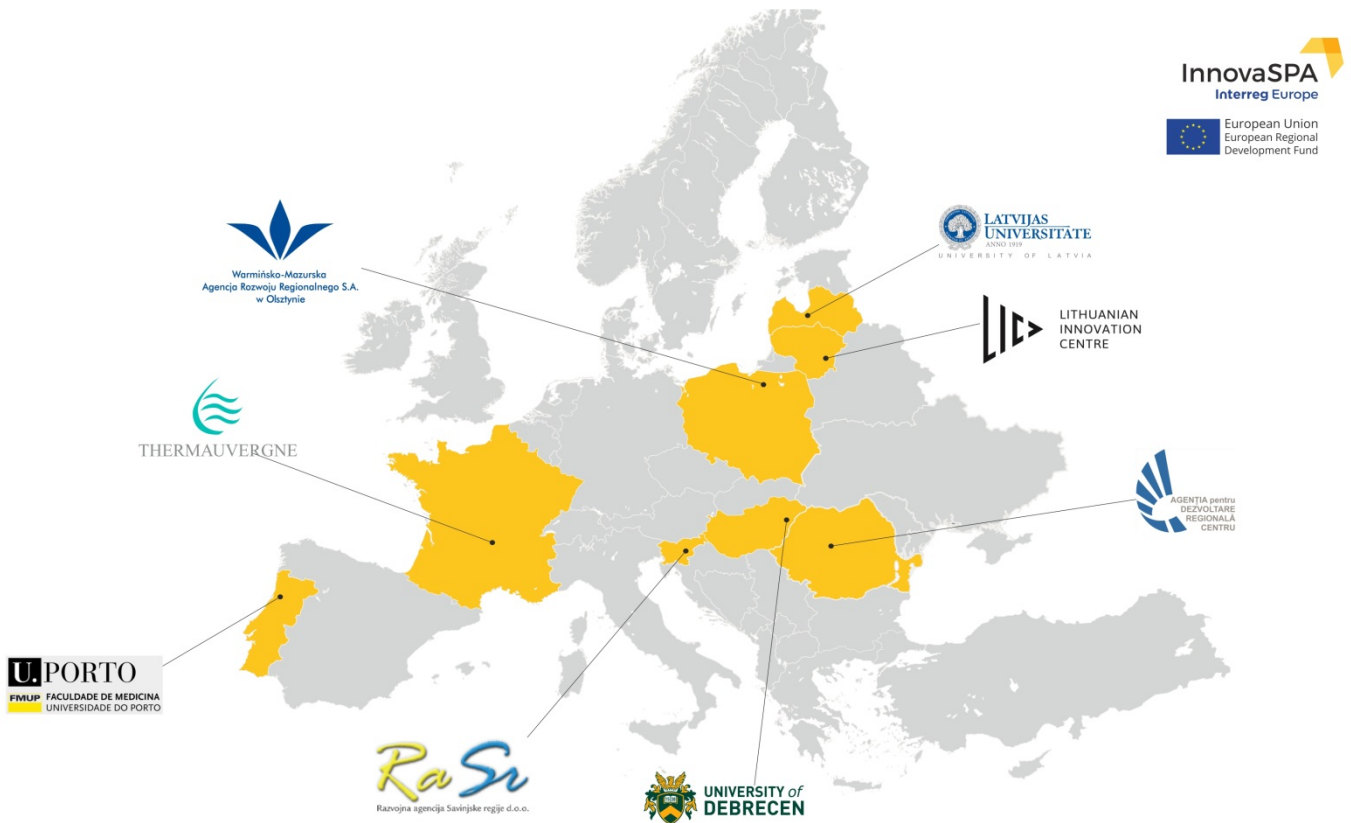
Partners were able to meet many more good practices during the study visits, which are to be used during the preparation of the Action Plans.

UPCOMING EVENTS

- **September, 23-27, 2019**, Study Visit in Portugal



Project Partners



<https://www.interregeurope.eu/innovaspa/>

